

July 5, 2006

Chief Marketing Officer Updates

- REMINDER: "Help with a name" deadline is almost up

Educational & Collaborative Opportunities

- A call for data on women and girls
- Display space available for Vermont Air National Guard Air Show

Chief Marketing Officer Updates

ACTION REQUESTED

REMINDER: "Help with a name" deadline is almost up!

Audience: ALL

We are looking for a few good suggestions for naming this weekly e-mail communication. The goal of the *Weekly Marketing Communication* is to provide a forum where important updates, information, and collaborative opportunities can be shared across state government. The reach of this communication continues to grow as requests to be added to the distribution list are received each week. We want your ideas for a name that best describes what this weekly e-mail is to you. Any and all suggestions will be considered and a prize that all of your friends will be envious of will be given to the creator of the chosen name! Please send all suggestions to Kate Rouelle at kate.rouelle@state.vt.us **by next Monday, July 10th 2006.**

Educational & Collaborative Opportunities

A call for data on women and girls

Audience: Marketing

Target: general public, state administration, the Legislature and the media

In January of each year, the Vermont Commission on Women presents a report titled *The Status of Women and Girls in Vermont*. The goal of the report is to fuel dialogue, encourage positive change, inspire partnerships, and assist efforts to improve the lives of women and girls in Vermont. We invite you to contact the Commission with gender-disaggregated data pertinent to this report by September 15th, 2006. Most of our datasets change every year, and range from snapshots of what's happening now, to changes over time. Last year's edition included information from the Department of Labor, Department of Children and Families, and the Child Care Services Division, among many others (please see attached). For more information, submissions or questions, please contact: Lilly Talbert, VCW Communications Coordinator, 828-2841 or ltalbert@women.state.vt.us.



VCW Status Rpt
06.pdf (701 KB)...

Display space available for Vermont Air National Guard Air Show

Audience: Marketing

Target: local businesses, Vermont residents, prospective employees

If you are interested in setting up a booth at the Vermont Air National Guard Air Show, the dates for the show are Saturday and Sunday, August 19th and 20th. Booth space is limited so please reserve your space soon. The Vermont Air National Guard is not charging for space, so there are no booth fees. On Saturday, the show will be at the Burlington waterfront, and Sunday's show will be at the Air National Guard location next to the Burlington airport. This is a great opportunity to reach out to local businesses, Vermont residents and prospective employees. For more information or to reserve booth space please contact Captain Jeffrey Rector, Communications Flight Commander at (802) 660-5496 or Jeff.Rector@vtburl.ang.af.mil

To be added to the distribution list for the weekly marketing communication, send an e-mail with your name and which agency or department you belong to kate.rouelle@state.vt.us.

July 19, 2006

Chief Marketing Officer Updates

- “Help with a name” four finalists
- New marketing e-mail address available

Chief Marketing Officer Updates

ACTION REQUESTED

“Help with a name” four finalists

Audience: ALL

Thank you to everyone that contributed a name suggestion to the “help with a name” contest, there were many great submissions. We have narrowed down the choices to four and would like your input before making a final decision. Keep in mind, the goal of the *Weekly Marketing Communication* is to provide a forum where important updates, information, and collaborative opportunities can be shared across state government. We want your vote for the best name that describes what this weekly e-mail is to you. Please send your vote to Kate Rouelle at marketing@state.vt.us **by next Tuesday, July 25th 2006**. The winning name will be unveiled on Wednesday July 26th during the monthly Marketing and Promotional Team (M.A.P.) meeting as well as this communication.

The four finalists are...

Mark my Word

Marketing in the Know

On the Mark

Weekly E-Market Post

New marketing e-mail address available

Audience: ALL

The office of the Chief Marketing Officer has created a new marketing e-mail address that serves as a central mailbox for submitting marketing contract work requests, SOW submissions, weekly communication submissions, State of Vermont graphic standards questions, and general State of Vermont marketing questions. We request that moving forward, marketing@state.vt.us be used for marketing related communications.

To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Rouelle with your name and which agency or department you belong to marketing@state.vt.us.

Rouelle, Kate

From: Rouelle, Kate
Sent: Thursday, July 27, 2006 8:02 AM
Subject: Weekly marketing communication

Attachments: questions.xls; trainings.doc

July 26, 2006

Chief Marketing Officer Updates

- And the winner is....new weekly communication's name

Educational & Collaborative Opportunities

- Photography "wish list"
- New Cyprian trainings available

Chief Marketing Officer Updates

And the winner is...

Audience: ALL

Thank you to everyone that contributed a name suggestion to the "help with a name" contest and sent in their votes on the four finalists. Your input was greatly appreciated. After careful consideration and tallying the votes the new name for this communication is...

Marketing in the Know

The winner of the naming contest and the recipient of a fabulous prize is Shirley Dow. Congratulations and thank you Shirley! The CMO's office will contact you personally to discuss the delivery of your prize.

Educational & Collaborative Opportunities

ACTION REQUESTED

Photography wish list

Audience: Marketing and outreach staff, IT and web support staff

The Office of the CMO is in the process of creating a photography master "wish list". To make the list as comprehensive as possible we would like each agency/department/division/program that uses photography on a regular basis to compile a "wish list" of photographs and send it to the CMO's office to incorporate it into the master list. Attached is a excel questionnaire, comprised of three questions, created to assist in the overall creation and understanding of the master list. If you have a need for specific types of photography and would like to be part of a collaborative effort in finding ways to pool and share resources, fill out the questionnaire and send it back to marketing@state.vt.us. Once the master list has been compiled, next steps on how to fulfill the specific needs can be discussed. If you have any questions or comments please contact the CMO's office at marketing@state.vt.us



questions.xls (21 KB)

New Cyprian training available

Audience: ALL

The office of the Chief Marketing Officer has been working with the Cyprian learning center in Waterbury, on creating a number of trainings to accommodate requests that have filtered through the CMO's office over the last few months. This fall there will be two new workshops offered.

- *Marketing Makeover:* A one day workshop focused on learning basic marketing tricks and acquiring some tools

for increasing your organization's visibility while still staying within budget.

AND

- *Plain Language Power:* A one day workshop to help make your life easier and save time by transforming confusing communications into clear, powerful documents.

See attached document for tentative syllabus, dates, times and costs. If you have any questions regarding these new trainings please contact: Audrey Quackenbush, Human Resources Consultant; Cyprian Learning Center, aquackenbush@per.state.vt.us, 802-241-1116 OR Christine Werneke at marketing@state.vt.us, 828-2999.



trainings.doc (37
KB)

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